



GROWING KNEEHILL

Seasonal Event Discussion

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GROWING
COUNTRY
MARKET
and
LONG TABLE DINNER



HORSESHOE CANYON
DINNER - 5 PM, AUGUST 12TH
MARKET - 10AM ~~to~~ 3PM AUGUST 13TH





This event has evolved considerably over the years and, in continuing with the discussion from the November Committee of the Whole meeting, Administration would like to take this opportunity to discuss potential options and further determine the intent and purpose of council for this event, how to best align it with Councils' strategic direction and what the indicators of success are. Administration will then bring the final options to council for approval.



Presentation Format

This presentation highlights the information shown in the RFD and the attached tables. Administration has categorized the list of options by those with similar **Purpose, Stakeholders, Audience and Strategic Link**. They are then broken down further into specific event options for council's consideration. The event options presented today can be combined or adjusted in any manner desired by council to meet their final intent, strategic direction and success indicators. The financial numbers and resources such as staff time contained in this presentation are high level estimations and may change once further details and components are explored and the scope of the event is finalized.

Category One

Continued Development of Horseshoe Canyon as a destination location through Market establishment



Stakeholders:
Local Business Partners

Audience:
Visitors to the site
(local and outside)

Strategic Link:
Level of Service;
High Quality
Infrastructure;
Economic Resilience



Category One Options

Options	Resources	Estimated cost	Success Indicators	Lead
A) Single Market	Planning & Development time (Staff or contractor) Facility support (meet AHS requirments) Marketing Entertainment/attractions Infrastructure	\$ 15,000.00 Some cost recovery available	Number of Visitors Vendor sales Number of Vendors Vendor satisfaction	Parks & Ag, Ec Dev
B) Multiple Markets	Planning & Development time (Staff or contractor) Facility support (meet AHS requirments) Marketing Entertainment/attractions Infrastructure (upgrade option: power \$30,000 approved in budget, Indoor market space \$400, 000+)	\$40,000.00 Some cost recovery available	Number of Visitors Vendor sales Number of Vendors Vendor satisfaction	Parks & Ag, Ec Dev

Category Two

Promote Agriculture via Open Farm Days



Stakeholders:

Local Agriculture

Audience:

**Non-Farm Locals
and Visitors**

Strategic Link:

**Level of Service;
Economic Resilience**



Category Two Options

Open Farm Days: Cluster Development Events

A.

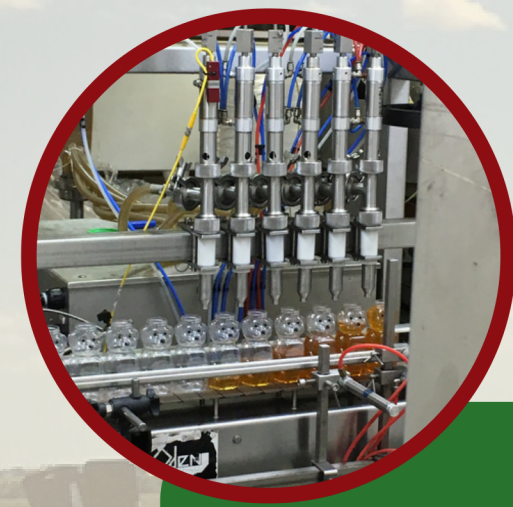
**Promote locations,
events and tours in
our area**

B.

**Provide grant
funding to farms for
participation**

C.

**Create a tour to
various Open Farm
Day locations.**



Category Two Options

Options	Resources	Estimated cost	Success Indicators	Lead
A) Promote locations, events and tours in our area	Marketing Training	\$2,000.00	Number of Farms Participating Number of Visitors	ASB
B) Provide grant funding to farms for participation	Marketing Financial Support (<i>variable options, Red Deer County provides \$500/farm</i>)	\$10,000.00	Number of Farms Participating Number of Visitors	ASB
C) Create a tour to various Open Farm Day locations.	Marketing Planning & Development Time Facilitation Resources	\$30,000.00	Number of Farms Participating Number of Participants	ASB

Category Three

Promote and Celebrate Local Agriculture



Stakeholders:

Local Agriculture
& Local
Communities

Audience:

Local Residents &
Visitors

Strategic Link:

Level of Service;
Economic Resilience



Category Three: Aggie Day Event

Rotating event featuring representatives from commodity groups, ag retailers, ag processors and ag clubs to interact with attendees and present on their part in agriculture and food development.

Resources	Estimated cost	Success Indicators	Lead
Planning & Development time Marketing Entertainment/attractions BBQ Facility Rentals	\$ 15,000.00	Number of Commodity Participants Number of Attendees Attendee and Participant Satisfaction	ASB

Category Four

Community Celebration



Stakeholders:

**Local
Communities**

Audience:

Local Residents

Strategic Link:

**Level of Service;
Effective Leadership;
Quality of Life**



Category Four Options

A.
**Build a
Community
Event Trailer
for local
groups to
rent**

B.
**Host meal at
existing
local
event(s) in
support of
charity**

C.
**Participate in
existing local
event(s) as a
booth and/or
sponsor**

D.
**Host a
resident
invitational
celebration
event**



Category Four Options

Options	Resources	Estimated cost	Success Indicators	Lead
A) Community Event Trailer	Capital equipment Rental coordinating, cleaning and upkeep time Maintenance and repairs	\$125,000	Number of events used at Number of meals served	Operations Department/ Economic Development
B) Host a meal at an existing community event in support of charity	Planning & coordination time BBQ Supplies	Approximately \$5000/event	Number of meals served	Community Services
C) Participate in existing local event(s) as a booth and/or sponsor	Booth Supplies SWAG Sponsorship/Registration \$\$	event dependent	Number of events participated in/Supported	Community Services
D) Host a resident invitational celebration event	Planning & Development time Marketing Entertainment/attractions Meal supplies Facility Rentals	\$20,000-\$50,000	Number of Attendees	Community Services

Existing Community Events

February

Linden- Family Fun Day

March

Linden- Community Discovery Night

Wimborne- Fish & Game Banquet

April

Three Hills- Curling Club Cash Dance

May

Torrington- Community Garage Sale

June

Three Hills – Cruise Night

Carbon – Sports Day

Linden – Sports Day

Acme- Sports day & Cattle Show

July

Wimborne- Canada Day Lawn Mower Races & Games day

Trochu – Canada Day Parade, Rodeo, ball tournament

Wimborne- Kraft Pond Fishing Derby

Three Hills – Canada Day Parade, ball tournament

Carbon – legion pancake breakfast

Carbon cruisers – annual show and shine

August

Huxley- Ball Tournament and Historical Weekend

Torrington- Gun Show & Summer Market

Trochu- Flower Show

Linden- Disc Golf Tournament

Linden- Fishing Derby

September

Linden – Food Grains Harvest Supper and Silent Auction

October

Acme- Fall Supper

Trochu – Flapjack Fiesta

Trochu- Golf Course Fall Fundraiser

Carbon- Lions October Fest

November

Linden – Fall fair and Trade Show

December

Torrington- Christmas Market

Wimborne- Winterfest

Trochu –Forest of Lights

Linden – Christmas Light Up Celebration

Carbon- Christmas Light Up

Potential County Event Locations

Wimborne

- Ball Diamond
- Community Center

Huxley

- Community Center
- Ball Diamond & Shed
- Curling Rink

Horseshoe Canyon

- Viewpoint
- Market Space
- Outhouse

Braconnier Dam

- 8 Campsites
- Outhouse

Swalwell

- 6 Campsites & outhouse
- Ball Diamond
- Community Center

Sunnyslope

- Community Center

Keivers Lake

- 42 campsites
- 3 Outhouses & Washhouse
- Outdoor Camp Kitchen
- Ball Diamond

Dry Island Buffalo Jump

- Viewpoint
- Dayuse Area
- Outhouse

Torrington

- 5 Campsites & outhouse
- Community Center
- RGMA Arena

Orkney Viewpoint

- Viewpoint
- Outhouse

Bigelow Dam

- Dayuse area



Category Five

Local Economic Development Showcase

Stakeholders:

**Local Tourism
Businesses,
Entrepreneurs,
Developers, Political
Representatives**

Audience:

**Local Tourism
Businesses,
Entrepreneurs,
Developers, Political
Representatives**

Strategic Link:

Economic Resilience



Category Five: Showcase Dinner

Singular event similar to the Long Table Dinner to bring in interested parties and showcase what Horseshoe Canyon and Kneehill County have to offer.

Resources	Estimated cost	Success Indicators	Lead
<ul style="list-style-type: none">• Planning & Development time• Facility support (meet AHS requirements) Marketing <ul style="list-style-type: none">• Entertainment/attractions• Infrastructure (upgrade option: pavillion \$350,000-\$400,000)	\$60,000.00	Number of attendees Future development Investment results	Ec Dev

Summary of Categories

Category	Purpose	Stakeholders	Audience	Link to Strategic Plan
One	Continued Development of Horseshoe Canyon as a destination	Local Business Partners	Visitors to the site (local and outside)	Level of Service; High Quality Infastructure; Economic Resilience
Two	Promote Agriculture via Open Farm Days	Local Agriculture	Non-Farm Locals and Visitors	Level of Service; Economic Resilience
Three	Promote and Celebrate Local Agriculture	Local Agriculture and Local Communities	Local Residents and Visitors	Level of Service; Economic Resilience
Four	Community Celebration	Local Communities	Local Residents	Level of Service; Effective Leadership; Quality of Life
Five	Local Economic Development	Local Tourism Businesses, Entrepreneurs, Developers, Political Representatives	Local Tourism Businesses, Entrepreneurs, Developers, Political Representatives	Economic Resilience; Effective Leadership; Quality of Life



Category Six

Additional Options from Council

Your Suggestions



Conclusion

With the direction provided by the committee of the whole, administration will draft specific event(s) to bring forward to council for final approval.